

**REMARKS**

Claims 1-18, 41-46, 50-55, and 59-70 are currently pending in the present application.

Reconsideration and reexamination of the claims are respectfully requested.

The Examiner rejected Claims 1-5, 10-14, 59, 60, 62, 63, 65, 66, 68, and 69 under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Applicant would like to thank the Examiner for a telephonic interview that took place on October 16, 2007, during which the specifics of this rejection was discussed, and during which the Examiner and the Applicant discussed ways to overcome the rejection. Applicant has amended the claims in accordance with the Examiner's suggested amendments, and respectfully submits that the amended claims comply with the requirements of 35 U.S.C. 112.

The Examiner rejected Claims 1-18, 41-46, 50-55, and 59-70 under 35 U.S.C. 103(a) as being unpatentable over Blass et al. (U.S. Patent no. 6,296,489). This rejection is respectfully traversed.

The claims of the present application have been substantially amended in that the limitations of now canceled Claims 59-64, 66, and 69 have been included in the amended claims.

As previously communicated, the present invention as claimed is directed to a system (as well as various components thereof) for transmitting and/or receiving advertisement information, wherein the advertisement information is related to musical performance equipment. For instance, with respect to amended Claim 1, a server apparatus receives, from a client apparatus, client information that includes information indicative of a type of performance equipment being used for musical training. The server, on the basis of the received client information, selects advertisement

information that is associated with the indicated performance equipment, and transmits the advertisement information back to the client apparatus.

The claims have been substantially amended to reflect disclosure shown in figs. 3 and 4(c) of the present application (see also pp. 28-33 of the present application). In particular, the claims have been amended to emphasize that a server includes a memory storing various advertisements and a plurality of musical performance training program, wherein the server apparatus selects advertisement information related to a type of performance equipment being used in a particular client apparatus from among various advertisement information stored in the memory, and that the server selects, in response to a request made by the particular client apparatus, one of the musical performance training program stored in the server memory. These features, along with other features that have been recited in the amended claims, are not disclosed or suggested by Blass, which discloses only splicing advertisement into audio-visual content (see paragraph immediately preceding BRIEF DESCRIPTION OF THE FIGURES). Applicants accordingly respectfully submit that the pending claims as amended are thus patentable over Blass.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection

with the filing of this document to Deposit Account No. 03-1952 referencing docket no.\*.

However, the Commissioner is not authorized to charge the cost of the issue fee to the Deposit Account.

Dated: October 31, 2007

Respectfully submitted,

By 

David T. Yang

Registration No.: 44,415

MORRISON & FOERSTER LLP

555 West Fifth Street

Los Angeles, California 90013-1024

(213) 892-5587